If unlimited cell phone use is allowed on commercial flights, the airlines will probably have to hire bouncers instead of flight attendants. Consider how close everyone is to their neighbors on an airplane. Literally inches. Between the engine noise and the interior air flow directly above a passenger's head, even normal hearing is usually a problem. Mix that with 25 to 30 people yelling (yes, yelling because it's difficult to hear well, and it's likely that the transmition quality with a person 30,000 feet away on the ground isn't exactly super) into their cell phones and it's going to be a major nightmare. Anyone wishing to read, rest, listen to music or watch a movie will be grossly inconvenienced. Cell phone use before take-off and once the plane is on the ground at destination (both of which are allowed now) should be quite sufficient for everyone. Of course, there could always be an exception in the event of an emergency.